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## **TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER SPECIALISING IN INTERNAL AND EXTERNAL COMMUNICATION FOR A PERIOD OF TWELVE (12) MONTHS.**

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### **1. BACKGROUND**

- 1.1. To appoint a service provider to support the department in delivering effective, integrated external and internal communication services that align with the organisational strategy, enhance stakeholder engagement, and strengthen brand positioning.
- 1.2. The Constitution of the Republic of South Africa, 1996 (Act 108 of 1996) provides the framework for communication within the South African environment and regards freedom of expression and the public's right to information as fundamental rights. In this regard, Cabinet approved National Communication Policy in 2018 and the National Communication Framework in 2019 which seeks to strengthen government communication and set out clear principles that govern the development and implementation of integrated communication strategies in the public service.
- 1.3. Integrated effective communication is an integral part of building a capable state wherein Government departments are strategically positioned to ensure that:
  - Service delivery programmes of Government/Department are known by the public/stakeholders,
  - Information is widely accessible,
  - Engagement platforms with stakeholders/ public on critical issues,
  - Empower citizens to participate in not only shaping government policies but also in taking up opportunities that affect their lives
  - Building public trust and confidence in the integrity of government by promoting transparency, accountability and openness.
- 1.4. The department seeks to capacitate its communications and stakeholder engagement through the development of an integrated communication strategy that will enable proactive engagement and dissemination of information timely to stakeholders.

## **2. CONTRACT PERIOD**

- 2.1 The contract period is twelve (12) months after signing of the service level agreement.

## **3. OBJECTIVE**

- 3.1 The objectives of the communication services should be:
- Highlight the organization's impact, initiatives, and programs.
  - Make sure internal communications are clear and consistent.
  - Boost the participation, comprehension, and awareness of stakeholders.
  - Use crisis communication and proactive media relations to manage your reputation.
  - Encourage internal alignment and change management.

## **4. SCOPE OF WORK**

- 4.1 The service provider will provide back office technical expertise and advisory services to ensure implementation of an integrated communications strategy. This includes the following:
- A support framework to the Communications Directorate.
  - Conducting short term planning, monitoring, and improvement of the Department communications, and provision of support to the operational decision-making process.
- 4.2 The appointed service provider will need to ensure that the interventions are robust, agile, and responsive to the needs of the department and its stakeholders and are geared for long term and future communications strategy development processes.

## **5. DELIVERABLES OR PROJECT OUTPUT AND/OR OUTCOME**

The successful service provider is expected to perform the following activities with clear deliverables:

- 5.1. Conduct an environmental scan to assist in the identification of the Department's perceived communication strengths and weaknesses, as well as opportunities and threats.

- 5.2. Develop an integrated and proactive communications strategy and plan for both proactive and reactive communications aligned to Departmental objectives. These will include:
- a. Support of the Department's ongoing communications efforts.
  - b. Media analysis and reporting during the period with clear recommendations of key messages and approach.
  - c. Management of relationships with key stakeholders, including media outlets and ensuring positive coverage.
  - d. Implementation of the plan through different media channels.
  - e. Creative content (design, copywriting, video/audio, if applicable).
  - f. Strategic Communication event support reports and media engagement outcomes.

## **6. EVALUATION CRITERIA**

NB: This bid will be evaluated in three stages, i.e. functionality, administrative compliance, and point scoring system.

### **6.1 Gate 01 – Mandatory requirements**

- (i) Not applicable

### **6.2 Gate 02 – Functionality**

Bidders will be scored in terms of the functional requirements indicated in the table below. The corresponding points and weightings will be used to calculate the overall score a bidder has achieved. The minimum threshold for this bid is **70%**. Bidders who score less than **70%** will be disqualified. Only bidders that score **70%** and more will be considered further.

<b>No.</b>	<b>Evaluation criteria</b>	<b>Points</b>	<b>Weight</b>
<b>1.</b>	<p><b>Company Experience</b></p> <p>Bidders should have experience of having undertaken similar task in respect of strategic communication discipline</p> <p>(Attach contract/s or SLA or orders, completion letters/certificates and testimonials with contactable references)</p>	<p>6 or more projects = 5 points</p> <p>5 projects = 4 points</p> <p>4 projects = 3 points</p> <p>3 projects = 2 points</p> <p>2 or less projects = 1 point</p> <p>No proof = 0 points</p>	<b>20</b>
<b>2.</b>	<p><b>Experience of Team Leader and Team Members Experience:</b></p> <p><b>Team Leader</b></p> <p>(i) The team leader must have experience of having been involved in strategic communications and media relations projects.</p> <p>(Attach detailed CV highlighting relevant projects, with contactable references)</p> <p><b>Team members</b></p> <p>(ii) Team member/s must have experience of having been involved in communications and media/Public relations projects.</p> <p>(Attach detailed CV highlighting relevant projects, with contactable references)</p>	<p>6 or more projects = 5 points</p> <p>5 projects = 4 points</p> <p>4 projects = 3 points</p> <p>3 projects = 2 points</p> <p>2 or less projects = 1 point</p> <p>No indication = 0 points</p> <p>6 or more projects = 5 points</p> <p>5 projects = 4 points</p> <p>4 projects = 3 points</p> <p>3 projects = 2 points</p> <p>2 or less projects = 1 point</p>	<p><b>30</b></p> <p>15</p> <p>5</p>

No.	Evaluation criteria	Points	Weight
	(iii) The Team Leader must have exposure to Mining sectors (Attach detailed CV highlighting experience of the dynamics of the minerals sector and copy/copies of qualification/s that reflect knowledge of the minerals sector)	<p>No indication = 0 points</p> <p><b>(Number of projects = average of the team members)</b></p> <p>seven years and above experience and knowledge of the dynamics in the minerals sector = 5 points</p> <p>six years' experience or knowledge in the dynamics of the minerals sector = 4 points</p> <p>five years' experience or knowledge in the dynamics of the minerals sector = 3 points</p> <p>three to four years' experience or knowledge in the dynamics of the minerals sector 2 points</p> <p>two or less years' experience or knowledge in the</p>	10



<b>No.</b>	<b><i>Evaluation criteria</i></b>	<b><i>Points</i></b>	<b><i>Weight</i></b>
		(Number of projects = average of the team members)	

No.	Evaluation criteria	Points	Weight
4.	<p data-bbox="357 237 976 405"><b>Proposal</b> <i>(Description of the proposed methodology to be used, a schedule of planned activities)</i></p> <p data-bbox="357 488 919 526">A detailed technical proposal including:</p> <ul style="list-style-type: none"> <li data-bbox="357 544 874 741">(i) Detailed technical approach with methodology explaining the consultant's understanding of requirements in the TOR</li> <li data-bbox="357 763 836 846">(ii) Clear methodology to achieve deliverables</li> <li data-bbox="357 869 943 952">(iii) Clear workplan including allocation of resources</li> <li data-bbox="357 974 963 1057">(iv) Clear approach on management of the project</li> </ul> <p data-bbox="357 1079 799 1126">(Attach methodology proposal)</p>	<p data-bbox="995 293 1324 875">Detailed technical Proposal that has clearly addressed (i) to (iv) elements of the technical proposal and innovative communication approaches not covered on (i) to (iv) technical proposal = 5 points</p> <p data-bbox="995 954 1324 1261">Detailed technical Proposal that has clearly addresses (i) to (iv) elements of the technical proposal = 3 points</p> <p data-bbox="995 1339 1315 1760">Proposal does not adequately address all the elements stipulated from (i) to (iv) of the technical proposal = 2 points No technical proposal =1 point</p>	30
<b>Total</b>			<b>100</b>



**Formula;  $\frac{A}{B} \times 100 = C\%$**

Where:        A = Total score for the bid under consideration  
                   B = Maximum possible score  
                   C = Percentage score for the bid under consideration

### **6.3 Gate 03 - Administrative compliance**

- (i) Compliance to the specification / Terms of Reference.
- (ii) Fully completed SBDs (Duly signed and dated) listed hereunder
  - SBD 1
  - SBD 4
  - SBD 6.1
- (iii) The following will be regarded as noncompliance.
  - Price amendments / other amendments without signature/initials.
  - Use of correctional fluid
  - Completion of the bid document in coloured ink other than black ink

### **6.4 Gate 04 – Point Scoring System**

Bids will be evaluated on the 80/20 preference point system as outlined in the Preferential Procurement Regulation of 2022.

- Price points                = 80
- Preferential points       = 20

- 6.4.1 The bidder that scores the highest points in this phase will be awarded the tender.
- 6.4.2 Should more than one bidder score the same number of points; the award will be made to the bidder who scores more points on specific goals.
- 6.4.3 Should there be more than one bidder who score the same number of points overall and the same points on specific goals, the award will be made to the bidder who scored the highest points on functionality.
- 6.4.4 Should there be more than one bidder who score the same number of points in all aspects, the bid will be determined by the drawing of the lot.
- 6.4.5 The preferential points will be allocated in terms of the Departmental objectives on specific goals. Points allocation on specific goals are tabulated hereunder.

6.4.6 Bidders who do not submit proof (means of verification) of specific goals claimed will not qualify for preference points for specific goals.

Specific Goal	Number of points (80/20 Preference System)	Means of Verification
An enterprise owned by Black people	4	Identity documents and the CIPC document
Enterprise owned by Women	4	Identity documents and the CIPC document
Enterprise owned by Youth	4	Identity documents and the CIPC document
An enterprise owned by disabled persons	4	Medical certification
Enterprise owned by SMMEs (QSE or EME)	4	B-BBEE certificate issued by a SANAS-accredited Agency or DTIC, or a Sworn affidavit

**NB:** “Ownership = 51% of the company share. Designated group/person that are part of the entity directorship but have less than 51% share = points will be calculated on a pro-rata basis in relations to the share/s held by the designated group/persons.

E.g. Number of women directors = 01  
 Shares owned by women = 20%  
 Specific goal for women = 4 points  
 Points claimable for women ownership =  $\frac{20}{100} \times 4 = 0.8 \text{ points}$

## 7. REPORTING REQUIREMENTS

7.1 Reports prepared by the Project Manager (service provider) must be submitted to the DMPR monthly and quarterly. The Project Manager will report (upon request) to the EXCO/MANCO, consisting of senior managers from the department, monthly and quarterly. Any patents or copyrights developed from this project will belong to the Department of Mineral and Petroleum Resources (DMPR).

## **8. WORK PLAN AND METHODOLOGY**

- 8.1 The service provider must provide:
  - 8.1.1 A project proposal that demonstrates comprehension and competence to deliver on what is required in line with the scope of work under section 4.
  - 8.1.2 A preliminary project plan outlining key activities, milestones, timeframes, and resources to be committed to the project.

## **9. ROLE AND RESPONSIBILITY**

- 9.1 Service Level Agreement will be entered into with the successful service provider which will include, *inter alia*, obligations of the DMPR and the successful service provider.
- 9.2 The DMPR reserves the right to appoint more than one service provider for the project.
- 9.3 The successful service provider must develop detailed project schedule/ plan.
- 9.4 The service provider shall disclose all information in its proposal regarding any interests that may result in an actual or perceived conflict of interest.

## **10. CONFIDENTIALITY OF INFORMATION**

- 10.1 The names of all the members of the service provider team must be disclosed for the prior approval of DMPR. Any changes, replacements and additions should be submitted for prior approval of DMPR.
- 10.2 All members will have to sign a Non-Disclosure Agreement before project commencement and may be required to undergo security screening and tests as the DMPR deems necessary.

## **11. PAYMENT**

- 11.1 The Department will not make an upfront payment to a successful service provider. Payment will only be made in accordance with the delivery of service that will be agreed upon by both parties and upon receipt of an original invoice.

## **12. TAX CLEARANCE CERTIFICATE**

- 12.1 Bidders must ensure compliance with their tax obligations.
- 12.2 Bidders are required to submit their unique personal identification number (pin) issued by SARS to enable the state organ to view the taxpayer's profile and tax status.
- 12.3 Application for tax compliance status (TCS) or pin may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website [www.sars.gov.za](http://www.sars.gov.za).
- 12.4 A bidder may also submit a printed TCS together with the proposal.
- 12.5 In proposals where consortia / joint ventures / sub-contractors are involved, each party must submit a separate proof of TCS / pin / CSD number.
- 12.6 Where no TCS is available but the bidders is registered on the central supplier database (CSD), a CSD number must be provided

## **13. COST / PRICING**

- 13.1 The bidders are requested to provide a quoted proposal regarding the work to be undertaken.
- 13.2 Bidders are required to indicate a ceiling price based on the total estimated time for completion of all phases and including all expenses inclusive of all applicable taxes for the project. The total cost must be VAT inclusive and should be quoted in South African Rands (i.e. ZAR).
- 13.3 Bidders should provide hourly rates as prescribed by Department of Public Service and Administration (DPSA), Auditor- General (AG) or the body regulating the profession of the consultant.
- 13.4 Bidders should provide (Subsistence & Travel (S&T)) rates that are in aligned to the National Treasury instruction note as follows:
  - i) Hotel Accommodation – R1700 per night per person, including breakfast, dinner and parking.
  - ii) Air travel must be restricted to economy class.
  - iii) Claims for kilometres may not exceed the rates approved by the Automobile Association of South Africa.

#### **14. CONDITIONS OF THE CONTRACT**

- 14.1 The General Conditions of Contract must be accepted as these are issued by National Treasury and are non-negotiable.
- 14.2 The successful service provider will sign a confidentiality agreement regarding the protection of DMPR information that is not in the public domain.
- 14.3 No state information may be furnished/ communicated to the public or news media by the security service provider or any of their employees.
- 14.4 The successful service provider shall ensure that the contract is executed in line with the scope of work.
- 14.5 The successful service provider may be subjected to security screening by the State Security Agency.
- 14.6 The DMPR reserves the right to verify the authenticity of the information submitted; any falsified information may result in the disqualification or cancellation of the contract.

#### **15. FORMAT OF SUBMISSION OF PROPOSAL**

- 15.1 Bidders are requested to submit 2 copies of the technical proposals plus the original.
- 15.2 Bidders are requested to index their proposals for easy reference.

#### **16. PRE-BID MEETING / BRIEFING SESSION DETAILS**

- 16.1 A compulsory briefing session will be held on **25 November 2025 at 10:00** through **Microsoft Teams**  
**Meeting ID: 381 066 991 996 46**  
**Passcode: 2qT6rt2t**

#### **17. CLOSING DATE**

- 17.1 Proposals must be submitted on or before **11 December 2025 at 11:00** at the Department of Mineral and Petroleum Resources, at Building 2B, Trevenna Campus, C/O Meintjes and Francis Baard Street, Sunnyside, Pretoria, in the bid box marked Department of Mineral and Petroleum Resources (DMPR).

**No late bids will be accepted.**

**18. ENQUIRIES**

**18.1 All general enquiries relating to bid documents should be directed to:**

Mr. Tebogo Katjeni/ Ms. Lucia Nkhethoa

Tel No: (012) 444 3197/ 3778

E-mail: [Tebogo.Kajeni@dmpr.gov.za](mailto:Tebogo.Kajeni@dmpr.gov.za)/ [Lucia.Nkhethoa@dmpr.gov.za](mailto:Lucia.Nkhethoa@dmpr.gov.za)

**18.2 Technical enquiries can be directed to:**

Ms Lerato Ntsoko

Email: [lerato.ntsoko@dmpr.gov.za](mailto:lerato.ntsoko@dmpr.gov.za)